

Montana Historical Society Publication Program		
Measurable Objectives for the 2015 Biennium		
Goal	Measurable Objectives	Current status of Measures
To continue publication and distribution of <i>Montana The Magazine of Western History</i> , the state's award-winning quarterly history journal and the only one of its kind, for readers throughout Montana, in all 50 states, and 17 foreign countries.	This objective can be measured by the quarterly—Spring, Summer, Autumn, and Winter—appearance of the magazine in mailboxes and on newsstands.	Quarterly magazine in production stage
To continue operation of the Montana Historical Society Press, review 10 book-length manuscripts and proposals, edit and produce up to 3 books each year.	This objective can be measured by the appearance in stores of up to 3 new MHS Press books each year.	Reviewing manuscripts and proposals to edit and produce books
To capture readership of 45,000 through distribution of copies to MHS members, subscribers, and schools and libraries	This objective can be measured by looking at print run, circulation, survey information, educational copies, and back issue sale figures.	Distribution in progress
To develop digital publication outreach for magazine	This objective can be measured by the compilation of the strategic plan	Ongoing research